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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2016/2017

**BEL1014 – ELECTRONIC COMMERCE**  
( All sections / Groups )

26<sup>th</sup> May 2017  
09.00 am – 11.00 am  
( 2 Hours )

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### INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages (including Cover Page).
2. This question paper consists of FIVE (5) essay questions.
3. Please answer all questions.
4. Please write your answer in answer booklet provided.

**QUESTION 1**

Explain the following terms and for each of them, give an example of its application:

- (a) Extensible Markup Language (XML) (5 Marks)
- (b) Packet Switching (5 Marks)
- (c) Computer Cookies (5 Marks)
- (d) Augmented Reality (5 Marks)

**(Total 20 Marks)**

**QUESTION 2**

- (a) Explain what is Voice Over Internet Protocol (VOIP) and give TWO (2) examples of its applications. (5 Marks)
- (b) List and describe the FIVE (5) types of e-commerce revenue models. For each of the revenue model, give ONE (1) example of an online company that utilises that revenue model. (15 Marks)

**(Total 20 Marks)**

**Continued ...**

**QUESTION 3**

Many small businesses struggle with deciding whether to utilise social media marketing or traditional marketing, since their budget can only stretch to one or the other, not both.

- a) Explain what is social media marketing. (2.5 Marks)
- b) Explain what is traditional marketing. (2.5 Marks)
- c) Describe at least FIVE (5) benefits of social media marketing over traditional marketing. (15 Marks)  
**(Total 20 Marks)**

**QUESTION 4**

Company Armitage is currently selling their products in their company without using any online system. Now they plan to expand their business to the whole world by promoting their products online. As a solution, the company is planning to build an e-commerce website by following a proper system development life cycle. List and explain in detail the FIVE (5) major steps of the Software Development Life Cycle (SDLC) involved in building this website.

**(Total 20 Marks)**

**QUESTION 5**

Zam Zam Bookshop is a brick and clicks store selling books both through physical shops as well as its website. They are consulting you as an Electronic Commerce consultant and want to know how they can use current/new technologies to increase profits. Propose at least FOUR (4) current/new technologies. For each of these technologies, give examples appropriate for the business.

**(Total 20 Marks)**

**END OF PAPER**